

Chemist & Druggist

13 January 1973 THE NEWSWEEKLY FOR PHARMACY



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The newsworthy for pharmacy
13 January 1973 Vol. 199 No. 4843
115th year of publication

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Benn »

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Mr A. G. Mervyn Madge the newly elected
chairman of Institute of Pharmacy
Management (see p31)

Healthy?



Healthier.



*Canovel is a valuable nutritional supplement for dogs and cats, providing factors which may easily be lacking in an every day diet. It is especially useful for growing puppies and kittens, lactating bitches, convalescent animals and in any situation where there may be stress.

Veterinary Surgeons and Nutritionists have been recommending Canovel for well over ten years now. Indeed, it is now one of the few products available which is manufactured to sufficiently exacting standards to be used by Veterinary Surgeons for the treatment of nutritional deficiencies. Small wonder that Canovel forms part of the diet of many successful show dogs!

During the coming weeks we shall be mounting a major advertising campaign in the lay and specialist press, including such publications as Radio Times, Our Dogs, Tailwagger, etc. This will channel considerably increased demand through the chemist. Canovel can be obtained in containers of 50, 200 and 1,000 tablets from your usual wholesaler or direct from Beecham.



Beecham Veterinary Products

Beecham House, Brentford, Middx. TW8 9BD
Telephone 01-560 5151.

*Regd.

Gillette deny switch to grocery outlets

A headline in one of last week's grocery papers which said "Gillette switches emphasis to grocers" has prompted Mr Nick Smith, Gillette's sales manager, to reassure chemists that they will in no way lose out, but will receive better attention.

All this will come about because of a major restructuring of the company's sales force which is aimed at providing a specialist service to chemists.

Announcing details of the new sales force line-up Mr Smith told *C & D* that it would provide even closer ties with the trade.

"There is no question of Gillette deserting the chemist, but we are looking at the market separately both in marketing and sales terms. In future there will not only be special chemists-only lines, but also chemist-only salesmen."

"Previously our entire sales force divided its time between calling on both chemists and grocers. Under the new set-up, and with the appointment of a specialist chemist sales team, the chemist will now get more individual treatment."

The new Gillette chemist sales force is split into three regions each headed up by a regional sales manager. In addition, there is now also a special regional accounts manager.

"Chemists account for the major part of our business, and practically every one of our products sold through the trade is a brand leader," said Mr Smith. "The new sales set-up is indicative of our long term plans to maintain continued sales growth through chemists."

Many Gillette products—particularly razors, colourants and home perms—are

sold almost exclusively through chemists. The success of Gillette shaving systems, like Techmatic and more recently GII have boosted the razor market by 40 per cent in the last year alone, with sales increases by chemists of blade cartridges.

"Chemists have played a vital part in Gillette's product diversification pro-

gramme over the last ten years," continued Mr Smith. "Less than 50 per cent of our business is now in razors and blades due mainly to the introduction of toiletry products in growth markets such as Right Guard and Feel Free in the deodorant market, Foamy in aerosol shaving creams and Adorn in women's hairsprays—all of which are now established products in chemists."

"In addition, two new Gillette products now in test markets—Foot Guard—foot aerosol deodorant and the Dry Look—male hairspray are both potentially big selling chemist lines."

About razors Mr Smith estimated that by 1975 shaving systems will have 50 per cent of the wet shaving market.

To be launched shortly is a special chemist only blade system merchandiser. It is freestanding, but will sit ideally on a cash register.

Pharmacists' own cash-and-carry to close down

A cash-and-carry warehouse opened by pharmacists with the object of serving other retail pharmacists in the Coventry area is to close down at the end of this month, only fourteen months after the start of operations. It is Midland Progressive Services Ltd, which deals in over-the-counter products and is situated at Temple Avenue, Tile Hill Lane, Coventry.

The parent company, Greens Pharmaceutical (Holdings) Ltd, have also given notice that their wholesale company dealing in "ethicals"—Pharmaceutical Supplies (Coventry) Ltd—will cease trading on the same date.

Mr A. W. Greene, MPS, one of the directors, described the failure of the cash-

and-carry operation as "tragic". The company had tried to provide a "bifocal" service of "ethicals" and over-the-counter products for the independent chemist, but there had been lack of support and understanding from the industry as a whole.

Greens have decided to concentrate their activity on retail trading through their existing branches or units, some of which will be extended. The units include Studio 45 Audio Visual Centre Ltd (presently at 45 Templar Avenue, Coventry, but to be reconstructed and re-located); the pharmacies of W. H. Green (Chemists) Ltd; Gateway Enterprises Ltd; Green's Camera Specialists; Green's Shaver Service; Solihull Pharmacy Ltd, Alvechurch Pharmacy Ltd.

Committee to look at borderline substances

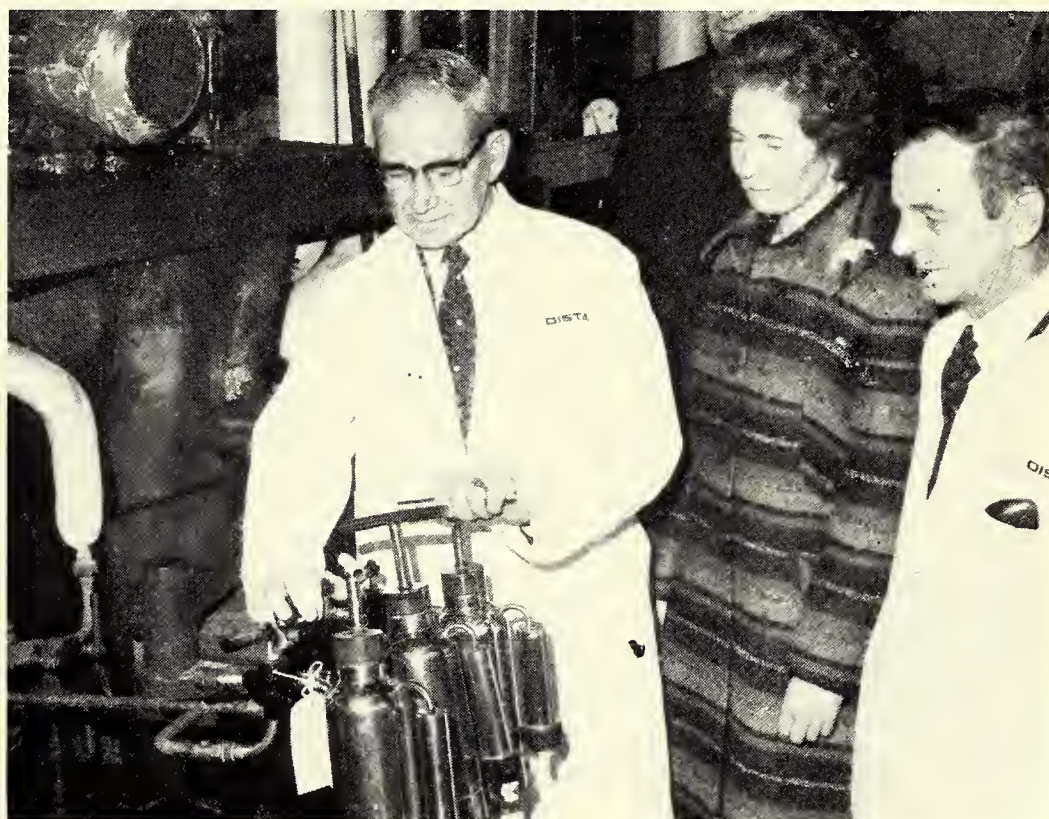
Borderline substances included on prescriptions which may be classified either as drugs, or foods, toilet preparations or disinfectants are to be looked at by a new committee set up by the Secretary of State for Social Services.

In the past local medical committees and executive councils looked to Proplis, the publication produced by the defunct Macgregor Committee, when determining the classification of a borderline substance.

Mr Alexander Cowan, a Bannockburn retail pharmacist, is one of the members of the new committee which is headed by Professor Barbara Clayton, Great Ormond Street Hospital for Sick Children.

A prescription for a borderline substance for use in an acceptable condition, which has been approved by the committee, will not normally be questioned by an executive council if endorsed "ACBS".

The Department of Health is shortly to publish details of substances which have already been considered by the committee.



The old tanks in the fermenter house at Dista Products Ltd, Speke, first used in 1945, are being cleared to make way for new equipment as part of a modernisation programme. The last of the original antibiotic tanks, a dwarf by modern standards, was recently used for the last time. In almost continuous production the current fermenter yields of penicillin are some 500 times greater than the original 1945 batches

Picture shows Mr Patrick Cowhig, a retired chargehand, setting the last of the original fermentation tanks. Mr Cowhig assisted in the first inoculation of the tank over 25 years ago

Four new Fellows of NI Society

Four Fellowships were awarded by the Council of the Pharmaceutical Society of Northern Ireland at its recent meeting. The recipients are:

RUTH JANIE WILSON BARRY, Newtownabbey, who was the first lady graduate at Queen's University, Belfast. She was a member of the staff of the department of chemistry, College of Technology, Belfast, and has lectured to many pharmacy students. She was an active worker when the 1935 British Pharmaceutical Conference met in Belfast.

RICHARD JOHN JEFFERS, Belfast, was the Northern Ireland representative for many years of Allen & Hanburys and has always taken a keen interest in wider aspects of pharmacy. He was particularly active in the Ulster Chemists' Golfing Association.

WILLIAM JAMES RANKIN, Belfast, was the local representative of Beaton Clarke & Co Ltd, Rotherham. A founder of the Ulster Chemists' Golfing Association, Mr Rankin was for many years the treasurer of the Ulster Chemists' Association.

HORATIO TODD, OBE, JP, Belfast, was the first president of the Pharmaceutical Society of Northern Ireland. Now in his mid-90's, Mr Todd has carried on the Trafalgar Pharmacy at 72 Holywood Road, Belfast, which he still visits regularly and maintains his interest.

The Council hopes to arrange in April a ceremony at which the certificates will be presented.

British differences over EP glass specifications

Concern is being shown by the pharmaceutical industry and the British Glass Manufacturers Federation over the classification for "type 3 glass" in the European Pharmacopoeia for use in containers for injectable preparations.

For nearly 30 years British manufacturers have been making glass to comply with the type 3 specification laid down in the United States Pharmacopoeia, as they have been making type 1 and type 2. Now they find that the new European limits are more stringent for type 3 and rather than pass the test easily glass products straddle the limits—some passing, some failing.

It is customary to meet this requirement from soda-lime manufacture and companies are now looking for evidence to show that this is insufficient.

The problem was discussed this week at a meeting of those in Britain concerned. The Federation felt that a mistake had been made in drawing up the new limits. It emerged that after draught proposals had been circulated to interested bodies they



Mr J. McMillan (Portrush) new president of the Ulster Chemists Association, receives his chain of office from the outgoing president, Mr T. W. Creswell

were changed without further consultation. The counter proposals were French.

There was some doubt about how much glass coming under this classification was actually employed for injection solutions. Mr L. J. Hamilton, Glaxo Laboratories, said he took exception to the clause in the European Pharmacopoeia which did not permit the use of type 3 glass for aqueous solutions, and a member of the Association of the British Pharmaceutical Industry staff said that the British feeling that the new standards were unrealistic ought to be conveyed to other European pharmaceutical trade associations.

Toiletries' sales up 20pc

Manufacturers' total sales of toilet preparations at current prices in the third quarter of 1972, at £48.9m, were 20 per cent higher than in the corresponding quarter of 1971, according to *Business Monitor*, p 11 (HM Stationery Office).

Home market sales increased substantially in all sectors compared with the third quarter of 1971; sales of make-up, perfumes and toilet waters and hair preparations to retail outlets recording the largest increases. Export sales of toilet preparations increased by 4 per cent.

If an allowance is made for an increase of 8 per cent in wholesale prices, it is estimated that the total volume of sales of toilet preparations in the third quarter of 1972 was 12 per cent higher than in the corresponding quarter of 1971.

Boots and Avon dominate cosmetic markets

The Toiletries and Cosmetics Purchasing Index, a continuous panel of individuals set up by Audits of Great Britain Ltd to measure consumer purchases of toiletries and cosmetics, have just completed their first year.

Based upon TCPI's first report covering the period November/December 1971, AGB estimated the annual value of these markets to be at £190-£200 million. In fact,

total sales for the year ending October 1972 grossed £192 million—no more than the total spent on wrapped bread in a year. The report says that 27 per cent of this was spent over Christmas 1971; but in markets like talcum powder, perfumes and after-shave lotions this figure rose to 40 per cent. Of the 192 million, 52.0 was spent on cosmetics, 45.6 on hair preparations, 43.0 on factory products, 35.6 on bathroom products and 15.2 on shaving products.

Boots led the field in the annual breakdown of sales by outlet type. They had 27 per cent, other chemists 20 per cent, door-to-door 17 per cent, other outlets 14 per cent, grocers 9 per cent, department stores 7 per cent and Woolworths 6 per cent. Boots, said the panel, is even more dominant in cosmetic and shaving products while door-to-door operators—such as Avon—were particularly strong in cosmetics, deodorants/perfumes and bathroom products. Department stores, which held 10 per cent of total sales at Christmas, dropped to seven per cent for the year, but grocers and Woolworths improved over their Christmas showing.

The TCPI service highlighted the promotional and marketing strategies of the door-to-door operators, particularly their ability to pre-empt seasonal peaks, for example, by selling gift lines such as soaps, fragrances and bath additives as early as September and October.

AGB says that nearly thirty manufacturers are now subscribing to the service. And they are now planning to monitor purchases of proprietary medicines such as cold remedies, vitamins and tonics.

New thalidomide offer

Distillers Co have offered to set up a charitable trust for the benefit of thalidomide victims. The company would pay about £1.4 million a year for ten years which, with tax refunds, would amount to £20m over the full period.

The offer is subject to its securing "sufficient support" among the parents.

People

Mr A. G. Mervyn Madge, a member of the Pharmaceutical Society's Council, has been elected chairman of the Institute of Pharmacy Management. **Mr Ian F. Jones** is the new vice-chairman of the Institute and **Mr G. S. Knowles** has been elected to the Institute's council.

Mr J. M. Fereday, BPharm, MSc. MPS, previously deputy chief pharmacist, Northwick Park Hospital, has been appointed chief pharmacist at the hospital.

Deaths

Bibby: On December 31, 1972, Mr Sam Bibby, MPS, 156 Haslingden Old Road, Rawtenstall, Lancs. aged 62. Mr Bibby qualified in 1932 and had been in business on his own account at 85 Bank Street, Rawtenstall, for 16 years. He was a former chairman of the Burnley Branch of the Pharmaceutical Society.

Duthie: On January 2, Mr John Duthie, MPS, Station Square, Mallaig, Inverness-shire. Mr Duthie qualified in 1921.

Horlick: On December 31, 1972, Lt Col Sir James N. Horlick, at one time an executive of Horlicks Ltd before the company was acquired by Beecham Group Ltd in 1969.

Knight: On December 26, 1972, Mr George William Victor Knight, MPS, 9 Glebe Road, Long Aston Bristol, aged 75. Mr Knight qualified in 1921.

Orr: On December 25, 1972, Mr Fred Orr, for 30 years managing director of J. R. Cave Ltd, Neville Street, and the Arcade Southport. Mr Orr was an ex-captain of Southport and Ainsdale Golf Club and an active member of the Royal Birkdale Golf Club. He was also a keen Rotarian.

Stearn: On January 7, Mr Sidney John Stearn, FPS, Round Lodge, Belstead Road, Ipswich. Mr Stearn qualified as a pharmacist in 1909 after an apprenticeship with the late E. Saville Peck, Cambridge.

Mr W. T. Nash writes: Mr Stearn was a well-loved member of his profession and was well known to many pharmacists throughout the country; he was a member of the Executive Committee of the National Pharmaceutical Union for 32 years, its chairman in 1935-6 and again in 1938-9, and treasurer for 12 years. He was also a member of the Central National Health Service Committee and was designated a Fellow of the Pharmaceutical Society in 1966 for his services to the profession of pharmacy. At various times he was chairman of the local Branches of the Pharmaceutical Society and National Pharmaceutical Union and chairman of the local Pharmaceutical Committee.

Topical reflections

BY XRAYSER

A mixed bag

The mail over the festive season has been a little uncertain, and it was only by the narrowest of margins that the issue of one week lost the race with its predecessor which, on arrival, looked as if it had had a trying journey. Consequently, comment this week must be something of a mixed bag and even less coherent than usual.

To begin with, I should like to offer heartiest congratulations to Mr W. M. Darling on the well-deserved honour which has come his way. Although naturally not so much in the news as he was when president, you do well to remind us of his present activities. He is, I feel, young enough to make a further contribution by returning for a second term as president at a later date.

Then I should like to offer congratulations to Mr J. Newstead, of Norwich, for his enterprise in reconstructing a pharmacy of about the turn of the century. He has assembled some excellent material, and I am sure many of your older readers will recall it vividly, even to the uncomfortable chair shown in your illustration which afforded the smallest possible incentive to linger. I recognise the clock, too, as the brother of that which I wound each Saturday morning in my apprenticeship and unobserved, I always hoped—advanced by five minutes to ensure a good take-off at the end of the day. The atmosphere is authentic, and there are treasures there for the future.

But though I see a reference to a certain Dr Cassell and to the homeopathy of Ashton & Parsons, I miss an advertisement for a headache preparation which held a fascination for young customers. It illustrated a distraught-looking lady clutching her head, and with very good reason too, for a saw was depicted on its relentless passage through her skull. I note also, on the counter, a receptacle for money which, in my experience, was studiously avoided for that purpose, though freely used as an ashtray. But the treasure of all is the domed ointment pot just beneath the clock, and I wonder if it is green, grey or blue, for it looks too dark to be pink.

The report is well-placed beside Mr G. R. A. Short's "Flavours past and present". I was interested in the speaker's reference to the Dutch monopoly of spices, particularly that of cloves, which both British and French sought to break. Both sides were relentless in their efforts, and the Dutch went so far as to burn the crops of neighbouring islands to maintain absolute monopoly. And strangely, in the same issue, there is a report of the death sentence having been passed on fifteen people in Pemba for the smuggling of cloves in 1972. The Zanzibar interest in cloves was a direct result of smuggling from the East Indies.

Precocity

A new paediatric cough syrup label states it may cause drowsiness and that if affected patients should not drive or operate machinery. It seems a very necessary warning in view of the vast increase in pedal-cars and cycles on the pavement since the recent visit of Father Christmas.

News in brief

□ New specifications for hypodermic syringe carrying cases and elastic net surgical tubular stockinette are included in the January amendments to the Drug Tariff Scotland. New prices for tinctures and other galenicals have also been announced.

□ A pharmacy is not to be provided at High Valleyfield's health centre, it has been agreed by Fife County Council.

□ Professor G. M. Wilson, department of practice of medicine, Western Infirmary, Glasgow, and Professor A. Goldberg, University of Glasgow, are to receive a grant of £850 from the Scottish Home and Health Department for a "patient-orientated drug surveillance programme".

Company News

Jeyes' profits will exceed £1m for first time

Mr Ralph Auchincloss, chairman and chief executive of Jeyes Group, has announced that, for the first time, the company—which now forms the nucleus of the household products division of Cadbury Schweppes—achieved trading profits exceeding £1m in 1972, and has just completed the group's eighth successive year of record turnover and profits.

He was addressing 300 of the group's salesmen and management at their annual sales conference in London.

Giving details of a new divisional structure for the company, Mr Auchincloss said said there would be three divisions, each comprising a number of companies operating in related areas, and each with a divisional chairman who would report to him as the chief executive of the total group. The divisions would be hygiene and health division (Jeyes UK, Jeyes Overseas, Jeyes (Ireland), Jeyes (Belfast), JK Kontrol and Jeyes animal health division; home care and leisure (Brobat Ltd and Kayford Manufacturing Co); and packaging (Aerosols International, Middleton Plastics).

LRC's first half profits rise

LRC International expect, in the absence of unforeseen circumstances, that group profit, before tax, for the year ending March 31, 1972, to be in excess of the £4.27m for 1971-72.

The first half pre-tax profit rose from £2.23m to £2.35m and according to the directors the second half of the year has "started well" and sales are running above those of last year.

An interim dividend maintained at 1.6p is payable April 4 for tax reasons. Total for the previous year was 4p.

More Scottish shops for Gordon Drummond

R. Gordon Drummond Ltd, Falkirk, are expanding on a substantial scale throughout Scotland. Four months after opening at Easterhouse shopping centre in Easterhouse, Glasgow, and enlarging on the unit meanwhile they have now added a similar shop in another air-conditioned shopping area at Newton Mearns, south of Glasgow.

Other recent openings include a branch at Sighthill shopping centre, Glasgow, and modernisation of an older pharmacy at Denny. An associate company has also opened at Oban.

At Newton Mearns, Drummond have an adjacent but quite separate shop operating as Skinners Health Food.

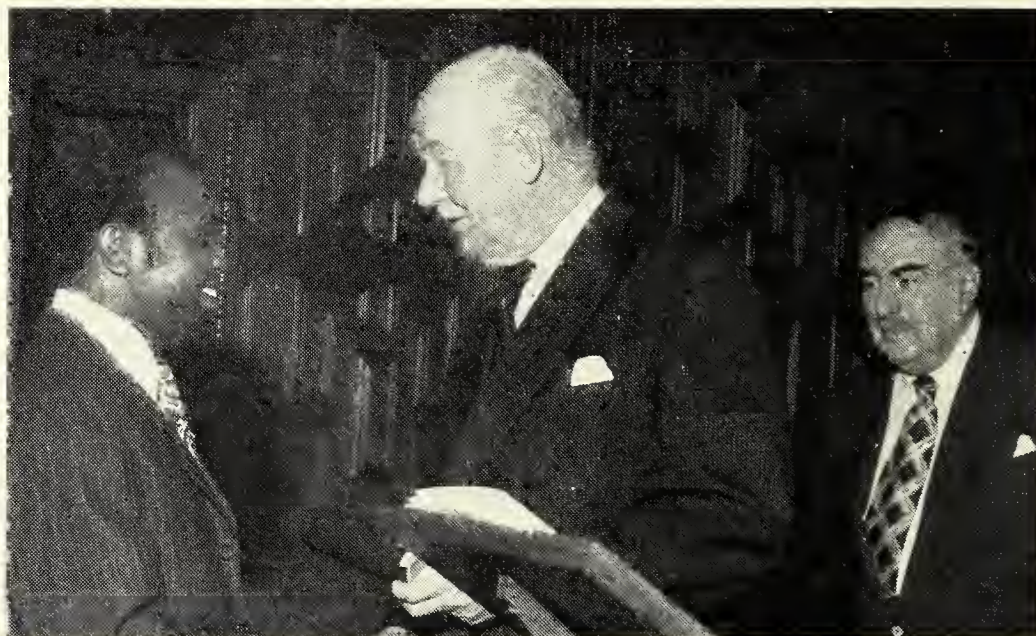


Mr Ian Vokes (left) Jackel's salesman of the year receives his award from Mr Graham McConnochie, the company's managing director. Mr Vokes has been with the company for 18 months covering a territory in the South-west of England

Jackel split sales force

With effect from January 1, Jackel & Co ceased to exist as a selling organisation, but has become the main company for its various manufacturing and distributing activities.

Newly formed are a sales division and a toiletries division (the latter responsible for distributing) branded preparatories and toiletry lines). Both divisions will have their own sales force.



Smith & Nephew Associated Companies Ltd gave a reception in London recently in honour of the overseas surgeons who were awarded Smith & Nephew International Fellowships in 1972. Seen here receiving a commemorative certificate from Sir Arthur Porritt, a past president of the Royal College of Surgeons and lately Governor General of New Zealand, is Mr O. O. Bassey, FRCS, from Nigeria, one of this year's six recipients

Briefly

Fisons Ltd are to set up a branch at Piccadilly Centre (Room 606), Hamra Street, PO Box 9420 Beirut, Lebanon. It will service with marketing and technical support Lebanon and the major surrounding countries including Afghanistan, Bahrain, the Gulf States, Iran, Iraq, Jordan, Kuwait, North and South Yemen, Saudi Arabia, Syria and Turkey.

Yardley of London Ltd: Mr Dennis Matthews, managing director, has been made responsible for all Yardley operations in Europe. The company's present European management teams are to be considerably strengthened by the addition of German and French managers at senior levels.

Varta Batteries Ltd have appointed three new sales representatives—Mr Edward Leggat (for Scotland); Mr Raymond C. Ford (London and South-east) and Mr Clifford J. Forman (Herts and Northants).

Mulholland (Chemists) Ltd, Leven Road Kinlochleven, Argyll has been registered in Edinburgh with a capital of £4,500. Directors are Alex Mulholland and Charlotte S. Mulholland.

Manbre & Garten Ltd increased their turnover by 10½ per cent to £53.56m in the year ended September 30, 1972. Group profits, before tax advanced by almost 27 per cent to a record of £3.8m.

Gerhardt Pharmaceuticals Ltd are moving to Thornton Laboratories, Glebe Road, Huntingdon PE18 7DX, on January 22. Telephone: Huntingdon 52336.

R. Weston (Chemists) Ltd purchased the pharmacy of E. M. Mellor Ltd, 32 Market Place, Uttoxeter, Staffs, on January 1. The manager is Mr D. Cockayne, MPS.

Eli Lilly International Corporation have named Dr W. I. H. Shedden their director of medicine, research and development for the European area, effective February 1.

Napp Laboratories Ltd: Mr N. A. L. Hodges has been appointed marketing manager.

New products and packs

Over-the-counter medicinals

Night-time cold remedy

Beecham Products are launching a liquid cold remedy called Night-nurse, formulated solely for use at bedtime.

It is being tested in the Southern TV area and pharmacists involved are receiving a two-carton outer of Night-nurse free.

The packs are of 160 ml (£0.49) and each 20 ml dose contains paracetamol 500 mg, promethazine hydrochloride 20 mg and pholcodine 10 mg (Beecham Products (UK), Beecham House, Great West Road, Brentford, Middlesex).

Cosmetics and toiletries

Weleda beauty launch

A new range of natural beauty care products are being launched nationally to chemists this week by Weleda of Switzerland, well known manufacturers of homeopathic medicines.

The four honey-based products make up a complete skin care range and are packed in a four-colour, 9½ in long counter display unit, which contains six tubes of rose and honey cream plus three bottles of each of the three lotions. They are: Honey & Orange cleanser (£0.30) suitable for all types of skin; Honey & Orange astringent (£0.30) for oily skins; Honey & Iris toner (£0.30) a tonic for normal and dry skins and Rose and Honey cream (£0.28) for use as a night cream.

The fifth product, cleansing/toning lotion, comes in a four-colour pack containing six bottles. All feature Weleda's flower symbol and the Weleda girl. Special opening bonus terms are available (Dendron Distributors Ltd, 94 Rickmansworth Road, Watford, Herts).

Radiant looks

Orlane have introduced Radiant faces, compacts of frosted powder rouge available in five shades: pink, vermilion, apricot, brown or claret (£2.80). The compressed powder is super-fine, say Orlane, and contains gold pigments to give a warm, "radiant" glow to the cheeks. The compacts themselves are tangerine coloured with a mirrored lid and soft brush inside.

Radiant Faces are also available in cream rouge form (£1.75) and with the same choice of five shades. The cream rouge is a light mousse with gold pigments presented in small, pink jars.

Also from Orlane are Radiant eye pencils (£1.30). These pencils, which have a soft, creamy texture, can be used as an eyeliner or for shading the eyes and are double-ended with pearly colour at one end and co-ordinated cream colour at the other. They are painted on the outside with colours identical to the leads, encircled



with a silver band and topped each end with a silver cap. Available in nine shades. And three new pencils for outlining the lips are also included in the following shades: frosted coral/coral, frosted red/red and frosted pink-beige/pink-beige. Every customer who buys three pencils will receive a special pencil-sharpener as an introductory offer.

All these new products from Orlane will be available from March 1 (Orlane Ltd, 125 High Holborn, London WC1V 6BR).

Hair thickener

A new hair thickener has been produced by Rosedale in a sachet (£0.12) for application after each shampoo. This hair aid, say Rosedale, gives a coating to individual hairs which add strength and gives the hair body and substance. The hair should first be towelled dry, and after using, it is only necessary to comb through before setting (Fassett & Johnson Ltd, 19 Radford Crescent, Billericay, Essex).

Peachy inspiration

Gala have introduced four new shades to the Soft Centre lipstick range. Inspired by the deeper peach tones now in fashion, the new shades are: Peach Flesh, an orange-peach; Peach Kernel, pink peach; Peach Stone, a brownish peach; and Peach Berry, a reddish peach. All four lipsticks will be available from mid-January (Gala of London Ltd, Surbiton, Surrey KT6 7LU).

Range extended

The Jasmin fragrance range from Roger & Gallet is now being extended to include an eau de toilette spray plus a handbag size roll-on Parfum Bille. The eau de toilette is presented in a gold-capped bottle which holds 2 oz (£1.20) while the Parfum Bille holds nearly ½ oz of concentrated perfume (£1.20). Available from mid-January (Roger



& Gallet Ltd, 16 Lettice Street, London SW6).

Addition to range

L'Oreal have introduced Reban hairspray (£0.52) to the other Reban products for the care of greasy hair. The new hairspray controls the hair firmly with a high quality of polymer fixatives, yet, say L'Oreal, can be eliminated from the hair with a few strokes of the brush. It will be available in a 130 g aerosol and a free goods bonus will apply on Reban orders until February 9 (L'Oreal, 18 Bruton Street, London W1).

Food Supplements

Pollen for longevity

A favourite diet of "honey scrap" remaining after clear honey has been removed is believed by some Russian authorities to contribute to the longevity of inhabitants of Azerbaijan. Analysis of the pollen in the honey scrap showed the presence of enzymes, amino acids and vitamins. Recently Mr Neil Lyall, a food scientist, filed a patent application to protect a convenient easy-to-take tablet containing this identical grade of pollen... named Pollen-B which is being issued through retail pharmacists and health food stores. Two packs are available: one month's supply (£0.98) and a three months' course.

Continued on p34

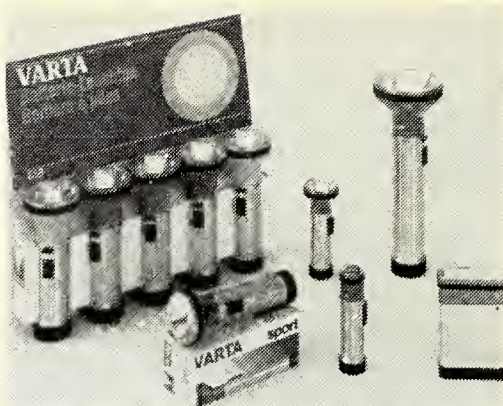
Pollen-B tablets are being manufactured by Wassen Developments Ltd, Walton-on-Thames, Surrey (Distributors to retail chemists, Fassett & Johnson Ltd. Distribution to health food stores by Alfonal Ltd, through their Brewhurst Division).

Electrical

1973 Varta torch range

The Varta torches for 1973 have steel cases, heavy plastic bases and tops, and adjustable beams with the Varta lens-end giving a bright strong light. The torches are individually boxed. Some are offered in display units of five.

The range includes: No 615 (£0.41)—overall length 4½ in in red, blue, yellow or green. It has a rounded top and takes one Varta 259 battery. No 616 (£0.50)—similar dimensions and colours, has a flat top and uses one Varta 259 battery. One inch longer is the No 617 (£0.53), with an adjustable beam, and using two Varta 213 batteries. The 618 (£0.69) is 6½ in long with an adjustable beam and flasher button. It takes two Varta 212 batteries. The longer No 619 (£0.83) also has an adjust-



able beam and flasher button and uses three Varta 212 batteries. The No 620 (£0.65) flat torch is offered with a locking base, choice of colours and uses one Varta 201 battery (Varta Batteries Ltd, Varta House, Hanger Lane, London W5 1EH).

Research aids

Two radioimmunoassay kits

The Lepetit Group, as part of their planned programme of research and development in the life sciences, have for a number of

years been researching into the technique of radioimmunoassay and other diagnostic procedures. The introduction of insulin and HGH radioimmunoassay kits is the first stage of the company's international development programme. The kits, offer advantages in accuracy, speed of obtaining results and simplicity of operation. The Lepetit insulin kit is based on the charcoal adsorption method, and may be used in the routine screening of insulin levels following pancreatic stimulation and in other diagnostic procedures.

The Lepetit HGH kit offers a highly sensitive procedure based on the double antibody separation technique. It is especially useful in the investigation of retarded or excessive growth and in the study of hypothalamic-pituitary function. Each kit contains seven separate standards and the necessary reagents, all easily identifiable within a polystyrene pack, sufficient to complete 50 patient samples in duplicate. Instruction and laboratory booklets are included in each kit. Further information is available on request. (Lepetit Pharmaceuticals Ltd, Nicholson House, High Street, Maidenhead, Berks).

Prescription specialities

FICOID 5 cream, ointment and lotion

Manufacturer Fisons Ltd pharmaceutical division, 12 Derby Road, Loughborough, Leics

Description Cream and lotion each containing fluocortolone pivalate 0.25 per cent weight/weight and fluocortolone hexanoate 0.25 per cent w/w and ointment containing fluocortolone 0.25 per cent w/w and fluocortolone hexanoate 0.25 per cent w/w

Indications Eczema, dermatitis and other steroid responsive conditions. The ointment should be used with an occlusive dressing for psoriasis and lichen planus. The cream is suitable for use on the face and other exposed areas. The lotion is indicated for weeping conditions and for patients with oily skin or who are hypersensitive to fat.

Contraindications Luetic and tuberculous processes in the area under treatment. Vaccinia, smallpox, chickenpox

Method of use Should be applied two or three times daily, following good initial response can be reduced to a single application daily

Precautions Application of large quantities of steroid may result in systemic absorption. Long term continuous therapy should be avoided

Storage In a cool, dry place

Packs Ointment and cream, 10 g (£0.26 trade), 30 g (£0.69), 300 g (£4.75), and lotion, 20 ml (£0.52)

Supply restrictions TSA

Issued January 1973

FICOID 2 ointment and cream

Manufacturer Fisons Ltd pharmaceutical division, 12 Derby Road, Loughborough, Leics

Description Ointment and cream each containing fluocortolone pivalate 0.1 per cent and fluocortolone hexanoate 0.1 per cent

Indications Steroid responsive conditions particularly when the patient is young, or the skin area is large or the treatment schedule prolonged

Contraindications, etc As for Ficoid 5

Packs Ointment and cream, 30 g (£0.43) and 300 g (£3.20)

Supply restrictions TSA

Issued January 1973

FICOID 5-PLUS ointment and FICOID 2-PLUS ointment and cream

Manufacturer Fisons Ltd pharmaceutical division, 12 Derby Road, Loughborough, Leics

Description As for the Ficoid 5 and Ficoid 2 range, but containing in addition clemizole hexachlorophenate 2.5 per cent weight/weight

Indications Steroid therapy for allergic and inflammatory skin disorders

Contraindications, etc As for other Ficoid preparations

Precautions If fungal infections are present an anti-mycotic should be applied

Packs Ficoid 5-plus ointment, 10 g (£0.28 trade), 30 g (£0.70), 300 g (£4.95) and Ficoid 2-plus ointment and cream 30 g (£0.45) and 300 g (£3.35)

Supply restrictions TSA

Issued January 1973

STIE-LASAN 2 paste

Manufacturer Stiefel Laboratories (UK) Ltd, 825 Yeovil Road, Slough, Bucks SL1 4JA

Description Paste containing dithranol 0.2 per cent, zinc oxide, corn starch in white soft paraffin with 0.4 per cent weight/weight salicylic acid

Indications Psoriasis

Contraindications Renal disease. Should not be used where inflammation is present or on acute eruptions, only on quiescent or chronic areas

Method of use Carefully apply to plaque sites at bedtime. In the morning should

be removed with warm oil followed by a tar bath

Precautions Frequency of application should be reduced if excessive erythema is observed. Should be kept away from the eyes

Pack Amber jar, 140g (£1.80 trade + PT)

Issued January 1973

STIE-LASAN 4 paste

Manufacturer Stiefel Laboratories (UK) Ltd, 825 Yeovil Road, Slough, Bucks SL1 4JA

Description Paste containing dithranol 0.4 per cent, zinc oxide, corn starch in white soft paraffin with 0.6 per cent weight/weight salicylic acid

Indications, etc As for Stie-Lasan 2

Pack Amber jar, 140g (£1.80 trade + PT)

Issued January 1973

STIE-LASAN pomade

Manufacturer Stiefel Laboratories (UK) Ltd, 825 Yeovil Road, Slough, Bucks SL1 4JA

Indications, etc As for Stie-Lasan 2

Method of use Apply and massage into the scalp at bedtime. In the morning should be removed with shampoo. Before application a protective film of white soft paraffin should be applied to the uninvolved scalp margins and ears

Pack Amber jar, 110g (£1.80 trade + PT)

Issued January 1973

New corticosteroid pack

Ultradil ointment and cream is now also being produced in 100 g packs (£1.28 trade). announce Schering Chemicals Ltd, Burgess Hill, Sussex RH15 9NE.

Chymoral tablets

Armour Pharmaceutical Co Ltd, Hampden Park, Eastbourne, Sussex BN22 9AG, are introducing a new Chymoral pack containing 50 tablets (£2.31) which will replace the present 48 tablet pack. The new pack will be phased in as present stocks of 48's are exhausted, but there will be no actual price increase.

Trade News

Triple new deal for Unichem members

A triple "new deal" exclusive to Unichem members was launched last week.

The scheme is based on allowing special discounts, over and above the regular competitive Unichem trade terms, on three product groups—Farley's rusks (family size); Close-Up toothpaste (standard and large) and the Kemval range of dressings.

The discounts on Close-Up toothpaste and Kemval dressings are 27½ per cent and 17½ per cent respectively and the Unichem offer on Farley's rusks is £1.42 per case compared with a normal price of £1.66. In addition, the promotion on Farley's rusks is being supported by a substantial instore merchandising campaign, and members taking part will have the opportunity of winning a £60 holiday.

Announcing the "new deal", Mr Peter Dodd, Unichem's managing director, said: "This triple promotion represents the first impact of our marketing plans for 1973, and reflects a recent management decision to expand our support and services to members in terms of highly competitive pricing of volume-selling products.

"The fact that we have been able to negotiate such attractive terms with two major manufacturers indicates that they are increasingly recognising the strength of the 'Unichemist'."

The promotion on Kemval dressings, Unichem's own-brand, links with the launch of new packaging design and introduction of metric sizes.



In future, microfinned Aspro in 8-tablet packs from Nicholas Products, 225 Bath Road, Slough, Bucks, will be delivered in this new display dispenser. It contains three dozen packs and "is designed to be hung conveniently for self-service," say the company.



New formula and price

A new formula for creme shave with the Brut fragrance from Fabergé Inc, Ridge-way, Iver, Bucks, makes it easier to use, say the manufacturers, and gives a closer shave leaving the skin smooth and supple. The creme shaves are displayed in a merchandiser holding 12 cans with an ochre-coloured headboard featuring the Brut medallion and the new price of £0.90. Available end of February.

Tums reformulation

Tums indigestion tablets were first introduced under the control of the American owners, but allowed to decline by them. International Laboratories Ltd, Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex, impressed by American-made "chewing" tablets are to relaunch the tablets compounded in the same manner. Until the manufacturing development was completed in the UK they had been importing tablets to maintain supplies but have not advertised them.

The company state that from January 28 Tums advertising will start and "will be heavy and continuous". The packs are a 12-tablet roll (£0.07) and a 3-roll pack (£0.19). All packs are in display cartons of 2 doz single rolls or ½ doz 3-roll packs.

New structure at Polaroid

Sales forces for Polaroid sunglasses and Polaroid amateur photographic products have been merged to form a new consumer products division.

Each of the twelve representatives within the new division will be responsible for the sale of all Polaroid consumer products, cameras and sunglasses, to stockists in his area. The twelve areas are halved between east and west regions, the respective regional sales managers being Mr Morris Smith and Mr Frank McGeown.

The company's technical products division has the new name of industrial sales division and its five representatives are under field sales manager Mr Ron Colman. The new divisions are controlled by the company's general sales manager, Mr Jim Slee, formerly general sales manager for photographic products only.

Former general sales manager for sunglasses, Mr Barry Taylor, is appointed marketing manager to head a new department in the company charged with the

planning and development of marketing programmes to meet both long and short term objectives.

Polaroid UK's special markets department has been increased. Its new manager, Mr Colin Boarer, has been joined by Mr Don Snape who for seven years has been the company's amateur photographic sales representative in North-west England. Mr Snape will be specifically responsible for premium sales of Polaroid products with the special markets department. Mr Louis Sharman has been appointed manager of the company's customer service department—he was formerly the supervisor.

Ceporex prices reduced

For the second time since the produce was introduced in 1969, Glaxo Laboratories Ltd, Greenford, Middlesex, have reduced Ceporex prices. The reductions, effective January 10, average just under 10 per cent for the range and have been made possible by increased prescribing and production efficiency. Details are (trade prices): Capsules and tablets 250mg (20) £2.55, (100) £12.25; 500mg (20) £5.00, (100) £24.00; Syrup (100ml) 125mg (paediatric) £1.30, 250mg £2.55, 500mg £5.00.

Gel toothpaste test in Harlech

Test market commercials will be starting shortly in the Harlech area for a new transparent toothpaste, Aquafresh, by Beecham Products, Great West Road, Brentford, Middlesex. The gel is said to be blue, spearmint flavoured, and with a white stripe.

Nikini briefs

The bonus offer price of the new Nikini stretch briefs from Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent, are £0.20 off the usual selling price of £0.50, making the bonus offer price of £0.30.

Correction

Due to a printer's error the price of DF 118 elixir was incorrectly stated last week. NHS price of the 1 litre pack is £1.80.

Bonus offers

Cuticura Laboratories Ltd, Maidenhead, Berks. Ayds. 12 invoiced as 11.

Winthrop Pharmaceuticals. Winthrop House, Surbiton-upon-Thames, Surrey KT6 4PH. Panasorb. 12 invoiced as 11. Through wholesalers, but not available in Northern Ireland (Until February 28.)

Fassett & Johnson Ltd, 19 Radford Crescent, Billericay, Essex. Rosedale products. Lanospray aerosols 200 g, 18 invoiced as 12 (on order of 72). Hairspray sachet refills, 12 invoiced as 11 (on order of 24 assorted). Hair Thickener 20 cc, 36 invoiced as 24. Family Shampoo 280 cc, 15 invoiced as 12 (on order of 48 assorted). Herbal & Pine bath 250 cc, 12 invoiced as 9. Creme rinse sachets. 24 invoiced as 22. Splash Cologne/lavender water 210 cc, 12 invoiced as 11. John Bell, Hills & Lucas products. Stop It, 12 invoiced as 10. Lotil cream, 12 invoiced as 10. Frador/Fradojel display unit, 12 invoiced as 9. Wassen products. Pollen B, 6 invoiced as 5.

Promotions

Caroline on TV

Monday, January 29, sees the first 15-second spot on Midlands television for Caroline disposable nappies, made by International Disposables Corporation (UK) Ltd, and marketed in the UK by Interbro Ltd. This TV advertisement will appear several times a week for eight weeks. And, as a lead-in to the promotion, Interbro are using the services of the ATV sales force, 10 blue-uniformed girls, to supplement their own sales force (Interbro Ltd, Cavridy House, Ladymead, Guildford, Surrey).

Ayds' new plans

The new advertising campaign for Ayds will include national Sunday newspapers for the first time, as well as women's magazines. And a special 10p off coupon, redeemable only at chemists, will be offered in advertisements appearing in the *Sunday Mirror* and *Sunday Express* (Cuticura Laboratories Ltd, Maidenhead, Berks).

Campaign boosted

A new advertising campaign plus a display dispenser for Contac 400, the nasal decongestant, is to be launched on January 15. Other new pieces of point-of-sale material will also be introduced. The advertising budget for Contac has been substantially increased, say Menley & James, and they have added two papers to their campaign. These are the *Sun* and *Punch*, which have been included because "their readership gives a good coverage of young males". Contac advertisements will also be appearing more frequently in the *Sunday Mirror*, *Sunday Times*, *The Observer* and *Daily Telegraph*.

The new blue and white dispenser has the slogan "The advanced way to clear nasal congestion" across the front with a pocket for leaflets, and the invitation "Please take one". Behind the central display are the two gravity-fed dispensers for

6 and 12 capsule packs of Contac. This unit is also effective in keeping the capsules out of reach of children, say the makers. Other items are a blue, white and black shelf barker and a round window sticker (Menley & James Laboratories, Welwyn Garden City, Herts).

Full support given

The launch of the new Weleda beauty range is being backed by a national Press and television advertising campaign which includes *Woman*, *Cosmopolitan*, *She*, *Vogue*, *Over 21* and *Readers Digest*.

The five honey and herbs products that make up the range have been sold for some time through department stores and health shops. "We are now expanding into chemists to meet the demand that we have experienced," explained Mr Martin Viner, head of Weleda's British company. He went on, "When we decided to go to chemists, we planned new packaging and point-of-sale material, backed by an extensive press and TV campaign. We have also launched a promotional and PR campaign and will be giving the chemist our full support" (Dendron Distributors Ltd, 94 Rickmansworth Road, Watford, Herts).

Kitchen towels offer

Kimberly-Clark are banding a free pack of Kleenex Chiefs paper handkerchiefs—worth 3p—to all white, yellow and blue twin-packs of Kleenex kitchen towels. This special consumer offer, believed to be the biggest ever in this sector of the paper products market, will last until early February.

New Phensic dispenser

Beecham's have produced a special composite counter dispenser for Phensic which carries three sizes: the 20 tablet slide pack and the 50 and 100 tablet securitainer drums. The dispenser takes two dozen slide packs and two each of the 50 and 100 tablet drums. An advertising campaign for Phensic is also planned for January and February (Beecham Products (UK) Ltd, Beecham House, Great West Road, Brentford, Middlesex).

Special Polaroid "sale"

Polaroid are starting the New Year with a series of promotional offers. In a "January Sale" promotion, the company provides a window poster, an advertisement layout and 15 packs of Polaroid type 87 land film, worth £13.95, to stockists advertising Super Swinger, Square Shooter 2 or Colorpak 80 cameras in their local newspapers at £1 or £2 off suggested retail prices. Additionally, the company will give one 87 film against each camera sold at £1 off, and an 88 film for each sale at £2 off. Dealers wishing to participate should register with the company's sales administration department, the offer being limited to the first 300 stockists.

Because of many consumer queries on where to buy the range of accessories for the Polaroid 300 series folding pack cameras, Polaroid are giving stockists the opportunity to buy a special accessory pack at an extra discount of 10 per cent this month. Containing 13 items, this pack will cost the stockist £35.05.

Incentives are also being offered to Polaroid camera stockists wishing to dis-

play and sell their range of sunglasses. Three different packs, each containing a free merchandising display bar and a range of 50/60 sunglass designs from the 1973 collection, are being made available.

A new product familiarisation course is being launched this Spring, dealing with the most popular cameras and films. Stockists wishing their assistant to take part should register assistants' names with Polaroid. (Polaroid (UK) Ltd, Welwyn Garden City, Herts).

National Simhealth campaign

A national advertising campaign will launch a range of 12 food supplements from Simhealth Natural Products Ltd. At the same time, a free pack of their Muesli biscuits, worth 19p, will be on offer to every customer who buys any Simhealth vitamin product.

The campaign breaks on January 24 with an advertisement on the *Daily Mail's* TV programme page. Other advertisements follow in the national Press, but the main part of the campaign will be concentrated on women's magazines.

Point-of-sale material includes a free dual display and dispenser stand and a "please-sample-one" counter sampler bin for Simhealth vitamin C tablets (Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey).

Rinstead campaign

As a result of a successful test on Harlech television last July, White Laboratories are promoting Rinstead pastilles with a national television campaign during January and February. During the same period, Meggezons will also be advertised on London, Harlech and Westward television (White Laboratories, Penarth Street, London SE15).

on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Alka-Seltzer: All areas

Anadin: All except E

Andrex: All except E

Askit powders: Sc, G

Brylcreem: All areas

Buttercup syrup: M, Lc, Y, B

Close Up: All areas

Disprin: All areas

Famel cough syrup: Ln, M, Lc, Y, NE

Fresh, lemon soap: All areas

Head and Shoulders: All except E

Junior Disprin: All areas

Lem-sip: All areas

Macleans toothpaste: All areas

Night-nurse: So

Rennies: All except U

Signal: All areas

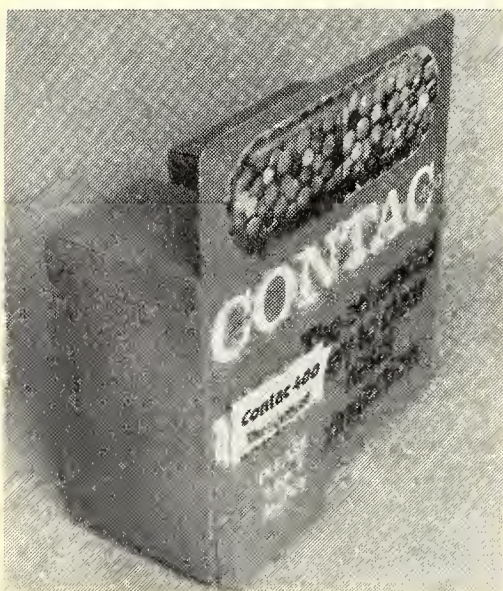
SR: All areas

Sunsilk hairspray: All areas

Sunsilk shampoo: All areas

Vicks Sinex: All except U

Vosene shampoo: All areas



We're going to sell Biovital to your customers one way—or another.



Biovital in bottles is doing very nicely at the moment. Sales are on the up and up since our re-launch—we're currently 97% up on last year.

A trend we intend to continue.

Especially as we're now introducing tablet form Biovital after its highly successful test market in Northern Ireland. Packed in the same research-proved red pack as the liquid, each carton contains 60 blister packed tablets.

13 million housewives.

Our advertising for this year will follow up last year's successful theme. We will also include colour to increase recognition of our two packs in the Women's magazines.

(Maybe you're one of those who've had housewives coming in with the ad?)

And we're also taking frequent hard-hitting spaces in papers like the Sunday Express, Sunday Mirror, News of the World and People.

What with our half pages in all the major Women's magazines, that adds up to a potential audience of over 13 million housewives.

Our terms aren't reasonable. They're generous.

Obviously with this support it makes sense to stock up. And right now, our trade terms are as generous as they've ever been.

Order at least £15 worth of Biovital, either tablets or liquid, plus any combination of Radiol or Radian products, and you'll get an extra 10 per cent discount.

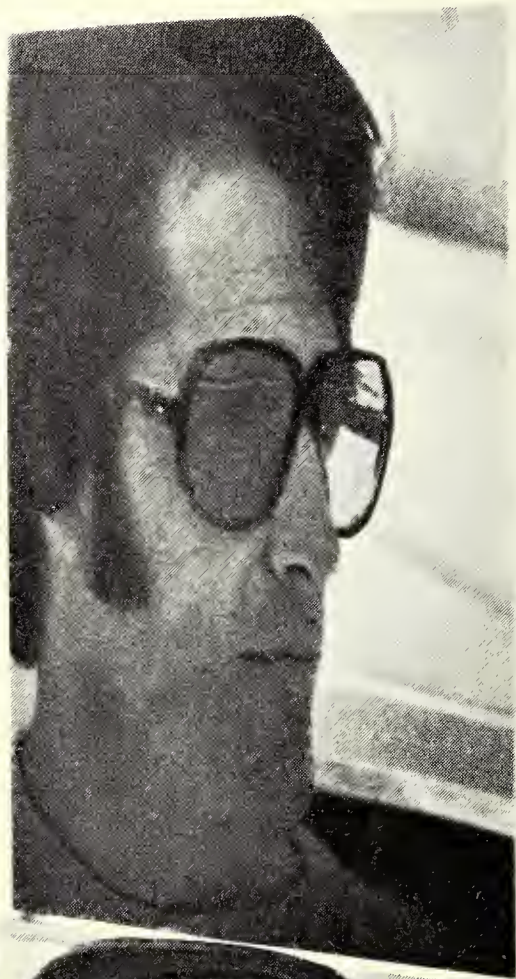
Make that parcel £25, and we'll take an extra 12½ per cent off.

Order now through your representative or direct to Radiol Chemicals Ltd.

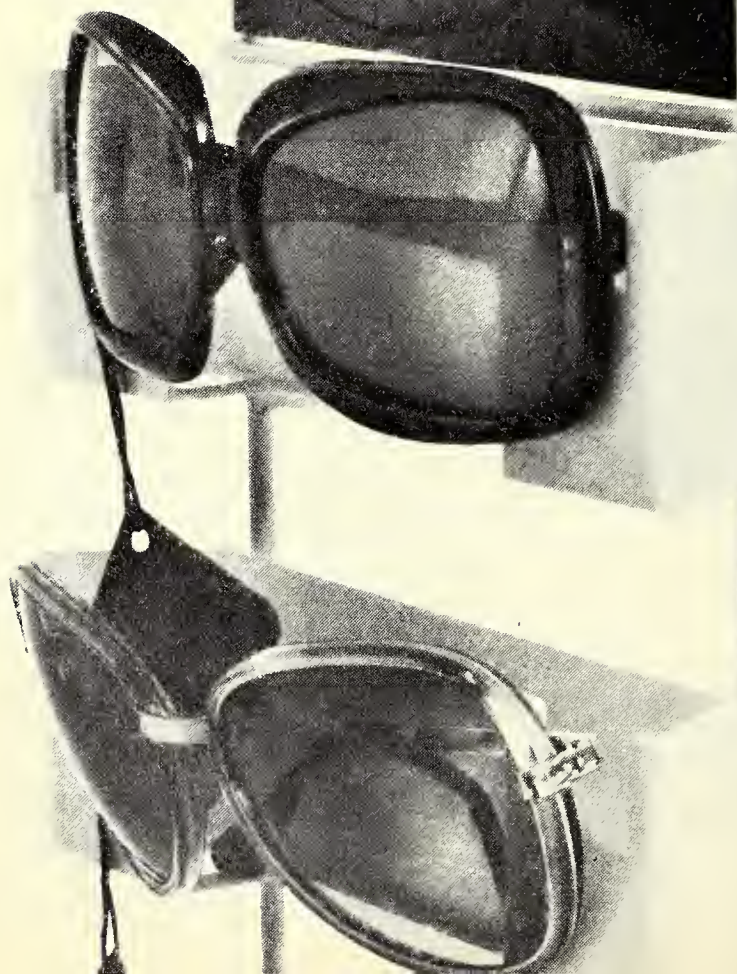
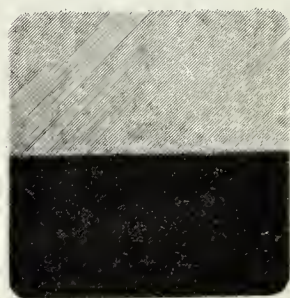
Radiol Chemicals Ltd.,
Stepfield, Witham, Essex. CM8 3AG.
Scotland: Wade Pharmaceuticals Ltd., Springfield Laboratories,
Bishopriggs, Glasgow.
N. Ireland: Radiol Chemicals Ltd., P.O. Box 11, Lisburn, Co. Antrim.
Channel Islands: Chandis Co. Ltd., 5/7 Great Union Road, St. Helier, Jersey.

biovital
Multi-Vitamins, plus iron.

On reflection missing



Polaroid
Sunglasses
stop glare



Something was last year.

For sunglasses, last year wasn't all that it might have been.

We were brand leaders. We increased our share of business. But something was missing.

Could it have been that our display stands had no mirror? Something to show the customer what Polaroid sunglasses can do for the way she looks, as well as the way she sees.

We've corrected that omission. This year we have new display stands with mirrors. And we've got a wider choice of profitable display packs than ever before—see below.

We're making our own stand too on national television with two brand new commercials.

So we're very optimistic.

Now what stand would you like to take?

The deals

HS2 This 60 model pack has a selection of metal and plastic frames plus clip-ons. The attractive free display presents 24 models in 'take & try' trays, and features a mirror.

HS3 The 50 model pack contains 40 metal and 10 plastic frames. 18 models can be displayed on the high quality wood framed 'see-through' bar which is free. A mirror is provided.

HS4 This pack comprises 30 high-fashion plastic frames together with 20 popular metal designs. The free 'take & try' display holds 24 models, again featuring a mirror.


HS5 This 200 model pack presents an almost complete 1973 collection. The free display has twin rotating towers holding 72 models and also has a special feature panel for clip-ons.

HS6 This 30 model Clip-on pack has a selection that covers the complete 1973 range. The full colour dispense/display card which is free, holds 6 models.

Polaroid Sunglasses.

'Polaroid' is a registered trade mark of Polaroid Corporation, Mass., U.S.A.
Polaroid (U.K.) Ltd., Rosanne House, Welwyn Garden City, Herts.





Winter bonus offer for 'Tyrozets' ends 31st January

**The attractive terms are
for pharmacists only—
ask our representative
or contact us.**

Each 'Tyrozets' Lozenge contains 1 mg
tyrothricin and 5 mg benzocaine BP.
Supplied in display boxes of 12 tubes, each
containing 12 lozenges.
'Tyrozets' is a registered trademark.



Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire Telephone Hoddesdon 67123

Comment

Thalidomide aftermath

That hard cases make bad law is well enough known, but we may be on the brink of such an occasion in relation to the thalidomide tragedy. Distillers Co, who marketed the drug in Britain, have had a terrible press, and many budding politicians and commercial *entrepreneurs* have been presented with a wonderful opportunity as the bandwagon began to roll.

But there are signs of a "backlash", and it is to be hoped that there will be a calmer approach to changing the law as a result. A satisfactory financial settlement for the victims may be a necessary pre-requisite, however.

Legal liability has not been accepted by the company, and it remains conjecture as to how the courts would decide on the basis of existing legislation. It is for that reason that an attempt is being made, through the Dangerous Drugs and Disabled Children Bill (C&D December 9, 1972, p861) to make manufacturer, seller and distributor of a drug which causes injury or consequential loss, liable to a claim for damages. Under the Bill, the claim would stand whether the drug were taken by the victim or his parents. The Bill's provisions would also be retrospective.

But should liability extend almost *ad infinitum*? The opinion is now being expressed that the Distillers' offer will have an adverse effect on drug research—not least through the fears of the drug companies' insurers.

It is a matter for society to decide whether it wants its "cures for cancer"—and whether it is prepared to pay the price in terms of "accidents".

The point was well made this week in a *Daily Telegraph* interview with Dr J. B. Harman, chairman of the Joint Formulary Committee and treasurer of the Medical Defence Union, who said of the public attitude: "What they should learn is that if they

want better cures they must have new drugs. And if they have new drugs, they must accept that they are unknown and therefore might produce unexpected tragedies".

An example of the problem that must be faced is given in the first annual report of the Veterinary Products Committee set up under the Medicines Act. It concerns the use of oestrogens in animal husbandry and US reports of adenocarcinoma of the vagina in *adolescent* girls whose *mothers* had been treated with stilboestrol during pregnancy—the Committee had considered the possible effects of stilboestrol residues in meat.

The difficulty of proving such an association in law can be imagined—even with thalidomide and the record-keeping requirements of the National Health Service, there are deformed children unable to make a case because it cannot be proved the mothers took the drug.

Thalidomide has provided a salutary lesson for the public, the medical profession, and the industry. It led to the setting up of the best safety machinery anywhere in the world, having regard to man's desire to conquer the diseases that afflict him.

Society, in the shape of the government, has laid down the safety standards it deems necessary. If these prove inadequate in the light of experience, should not society also accept responsibility for the consequences?

Through the NHS voluntary price regulation scheme, the British public shares in "profits" that might otherwise have accrued from a drug discovery. It should also share the liability to indemnify those who suffer personal loss through man's discoveries being one jump ahead of his ability to foresee the future.

Post Scripts

Quote from last week's *World Medicine*: "The members of some trades and professions seem to operate from more rigid premises, wearing more opaque blinkers, than others. Pharmacists, dentists, accountants, and British Rail parcels office clerks, for example, form a heterogeneous assemblage, but they have one characteristic in common. Whatever life may hold for these practitioners, it rarely challenges them to display versatility or the daring streak of imagination. All too often a career in these crafts means a straight 30-odd years on narrow professional tram-lines."

The writer, Dr Bernard Dixon, goes on to applaud a dentist for having "ravaged some of the most sacred ideals and ideas of his priesthood" by suggesting that modern man has too many teeth and recommending a programme of planned tooth removal in youth.

We are delighted to hear of such an "unblinkered" individual—but it prompts us to question who fits the blinkers in the medical arena, if not the doctor. Clinical pharmacology, rural dispensing, warning cards for patients, drug advice centres, NHS administration—pharmacists would love to "display their versatility," Dr Dixon, given a little elbow room!

★ ★ ★

You can't sell ice to an eskimo but Reckitt & Colman who make the Tom Caxton beer kits managed to sell 126,000 bitter kits to the lager loving Danes last year.

At a quick reckoning that gives them about three million pints of best bitter to help celebrate their entry to the EEC.

★ ★ ★

Those interested in the history of cosmetics may be unaware of the following English statute drawn up in 1770* and unearthed by C&D information staff:

"That all women of whatever age, rank profession or degree, whether virgins, maids or widows that shall from and after such Act impose upon, seduce and betray into matrimony, any of His Majesty's subjects,

by the scents, paints, cosmetic washes, artificial teeth, false hair, Spanish wool, iron stays, hoops, high-heeled shoes, bolstered hips, shall incur the penalty of the law in force against witchcraft and like misdemeanours and that the marriage upon conviction shall stand null and void."

In spite of the penalties at the time against witchcraft the use of cosmetics continued to increase. So far as can be established the Act has never been repealed and is still in force!

*The Principles and Practice of Modern Cosmetics. Volume One. R. G. Harry. Leonard Hill (Books) Ltd. 1962.

★ ★ ★

She entered the pharmacy and asked to speak to the pharmacist.

She had an Irish accent and asked could she return some unused gelignite (or so it sounded) as her husband would not be needing it.

Panic ensued for a few moments until further conversation revealed that she was returning an unused tin of Jelonet as her husband had gone into hospital! (A recent letter in *Medical News*).

Contractors press claim on 'urgent' endorsement

Claims for the acceptance of chemists' "urgent" endorsement on NHS prescriptions are to be pressed further by the Central NHS (Chemist Contractors) Committee.

At its last meeting the Committee rejected as completely unacceptable a letter from the Department stating that there would be a "conflict with the need for effective public accountability" if the Department were to accept, as evidence of urgency, the endorsement of the pharmacist that a prescription had been presented and dispensed out of hours. The Department considered the pharmacist would be entirely dependent upon the unsupported statement of the patient (or his representative) that the need to have the prescription dispensed was urgent; the only person who was qualified to decide whether a prescription needed to be dispensed urgently was the doctor, and his endorsement was the only evidence of urgency that was normally acceptable.

The one concession that the Department had agreed to, namely that unendorsed prescriptions could be accepted after midnight, was made only on the grounds that such prescriptions were understood to be the main object of pharmacists' concern, that they were rare and that "by their nature" they called for exceptional treatment.

The Committee disagreed that the most satisfactory answer was to make approaches at local level, and decided to press its claim.

Replies received from the Department in answer to the Committee's claim for a proprietor's notional salary of £4,000 per annum and a profit margin equivalent to a 20 per cent return on capital employed indicated that the claims were receiving attention. The Department had also informed the Committee that work was progressing on the collation of the invoices for the net ingredient cost discount inquiry (at least 20,000 had been received) and that collated results would be available early in 1973.

It was reported that a special meeting of the Committee had been arranged to discuss the implementation of the resolution adopted by the conference of Local Pharmaceutical Committee representatives, concerning reconstruction of the working party on NHS pharmaceutical services.

The Department's reply to a claim for an increase in the "on account" payment to contractors stated that the overall effect of the introduction of VAT would be to improve chemist's cash flow, not to reduce it as the Committee had claimed. The Committee considered an NPU resolution requesting that fresh representations be made on the grounds that, although chemists' cash flow *might* be improved, it would not be improved to the same extent as for other retailers. It was decided that the Depart-

ment be informed that the Committee reserved the right to make further representations when the position had become clearer.

The Department's "unhelpful" reply to representations for a countrywide revision of invoice form EC34 (part B) was not acceptable. It was decided to make representations that, with the introduction of the re-organised Health Service in 1974, all Family Practitioner Committees should be required to use a form similar to that now used by the West Riding of Yorkshire Executive Council.

After hearing from its consultant that the claim in respect of rota fees was not a claim for increased payment, but a claim for monies owed and should not, therefore, fall within the "freeze" the Committee decided to renew its representation to the Department.

Pharmaceutical Committee levy

Mr H. B. Coulson (treasurer, NPU Executive) reported that at meetings of the NPU Finance and Executive Committees the previous day, concern had been expressed about the deficit on the Central Committee Account. He reminded the Committee that it had been intended to recover the amount owed to the NPU over a period of years. The introduction of the re-organised NHS would, however, mean that in 1974, local Pharmaceutical Committees as at present constituted would cease to exist. The new committees could not be responsible for the outstanding debts. Therefore, to ensure that the Central Committee's account for the year ending December 31, 1973, balanced, the levy on local pharmaceutical committees would need to be increased by approximately 60 per cent for the year commencing April 1, 1973.

The Committee was reminded that contractors' remuneration included an amount to cover the cost of the levy. The necessary adjustment would be reflected in the balance sheet for 1973. It was resolved that the levy be increased by 60 per cent with effect from April 1.

It was decided to make an "on the spot" inquiry into a local situation which had developed in a housing estate at Hyde, Cheshire. The town clerk had written to the secretary (Mr J. Wright) to complain about the "inadequate" dispensing facilities in the area.

Prescription statistics for July, 1972, with the corresponding figures for July, 1971, were reported as follows:

	1972	1971
Total prescriptions	£22,168,193	£21,641,064
Total cost	£18,487,940	£16,765,800
Average total cost	82.97p	77.47p
Average on-cost (after discounting)	5.08p	4.45p
Average fee	14.92p	14.89p

Overseas News

Suit filed against Eastman Kodak

Bell & Howell Co has filed a suit against Eastman Kodak Co under the antitrust laws, charging that Kodak is illegally using its dominant position in the marketing of film to prevent other companies from competing with it in the amateur photographic equipment market.

A Bell & Howell spokesman stated: "Eastman Kodak has a virtual monopoly in the conventional film business. Photographic equipment manufacturers are effectively limited to designing and selling cameras and projectors which will use Kodak film, since it is virtually all that is available."

"Twice in the last two years, Kodak has introduced important new home movie and still camera films without advance notice to other equipment manufacturers."

"As soon as Kodak introduces and begins promoting a new film and the equipment to go with it, equipment made by other manufacturers, who are not informed about the new film, and whose equipment cannot effectively use the new film, are placed at a substantial disadvantage. The result is a tremendous increase in the sales of Kodak equipment and serious injury to other equipment manufacturers."

"We are advised that these Kodak practices are illegal under the antitrust laws. To prevent a repetition we have asked the court either to order Kodak to give advance notice of new film developments so that manufacturers can be prepared with competitive, and perhaps superior, equipment—or, in the alternative, to require the divestiture of Kodak's camera and projector businesses."

Sri Lanka medicine imports changes

The bulk of the pharmaceutical import trade in Sri Lanka, Colombo, will be vested in the State Pharmaceuticals Corporation this year. The Corporation has planned to take over two-thirds of the drug imports from the private sector.

This will be in pursuance of a decision taken by the Government for the phased takeover of the entire drug import trade by 1974.

Chemists in Colombo say that there is a big drug shortage in the country. One importer said: "Take the case of insulin. Today insulin imported from countries other than the traditional sources, is inferior to the products that have been imported for the last 50 years. Besides that, the phials are only half or three-quarter full. Thus a patient has to pay sometimes twice as much as he paid for the products he is used to." It was not because the supplies had purposely sent short measure but because they were not used to packing for tropical conditions that the phials had sprung leaks.

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Hire both Footwork teams (or one, if you prefer), and now watch your big problems become small fry.

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You want to do a distribution drive.

A retail display drive.

A test marketing drive.

A seasonal sell-in.

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them all. With skill. (Each Footwork representative is a highly experienced salesman.)

With inside knowledge. (Each Footwork salesman knows his area of London like a native. Because he probably is one.)



With speed. (The Footwork team has a capacity in the Grocery trade, for instance, of about 2,000 calls a week.)

And with efficiency. (The Footwork team will give you a report on their activities. Every week.)

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If you'd like us to put some skin on the skeleton, just ring Ron Miller at London Weekend 01-734 9431, and he'll be happy to answer your questions.

If, after that, you wind up using Footwork, you should find that the streets of London are paved with gold after all.



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Drug interactions

1: INCIDENCE; THE DRUG ENVIRONMENT

by P. F. D'Arcy, BPharm, PhD, FPS, FRIC, MPSNI,
professor of pharmacy, The Queen's University of Belfast

First in a series of abstracts based on lectures given in Belfast to members of the Pharmaceutical Society of Northern Ireland as part of the 1973 post-graduate lecture programme, "Recent advances in the pharmacology of drugs".

Today there is much concern about "drug interaction" because many patients receive more than one drug at a time. Many doctors are unaware of the risks to which their patients are exposed when treated with multiple drugs. When Osler, about 100 years ago, referred to the physician who practises "a sort of popgun pharmacy hitting now the malady and again the patient, he himself not knowing which", he little thought that his words would be applicable today. It has been pointed out that every time a physician adds to the number of drugs a patient is taking he may devise a novel combination that has a special risk hitherto unsuspected. Occasionally these risks are predictable on the basis of known pharmacology, but all too often they have emerged only after the exposure of many patients.

A drug interaction occurs whenever the presence of one chemical substance changes the pharmacological effects of a therapeutically administered drug. The term chemical substance in this context should be extended to include alcohol, foods, insecticides, food additives, environmental chemical agents as well as drugs therapeutically administered, and drugs of abuse such as cannabis and tobacco.

In a recent review, Orme¹ claimed that drug interaction formed only a small part of adverse reactions to drugs as a whole; this is not so, although it is true that data of the type required are not plentiful, and it is doubtful whether in many of these the reporting is complete.

The Boston collaborative drug surveillance program collects such quantitative information on consecutive patients admitted to medical wards. In 1968 they reported² the first 830 patients monitored in a chronic disease hospital. There were 7,078 drug exposures and 405 reported adverse reactions, 22 per cent of which were thought to be due to a drug interaction.

In 1972 these workers re-examined their data on 9,900 monitored patients³. There have been 83,200 drug exposures and 3,600 reported adverse reactions. A total of 234 (6.9 per cent) of the adverse reactions were attributed by the attending physicians to a drug interaction. In virtually all cases (230 out of 234) the reported drug interaction resulted from cumulative pharmacologic effects.

Polypharmacy

Despite repeated warnings on the dangers of interaction when multiple drugs are prescribed and the risks of long-term toxicity when drugs are overprescribed without regular patient supervision, examples of both these practices continue to

multiply. Who can justify, for example, prescriptions for 21 weeks' supply of Predsol enemas, 200 days' supply of Aldomet 500 mg, 75 days' of Marplan, 100 days' supply of Indocid suppositories as was reported⁴ by a pharmacist at Sutton Coldfield?

A pharmacist in Kent, reported⁵ a regular monthly prescription written on one EC10 form as follows: Susp Diovol 500 ml; cap Feospan 50; tab Multivite 100; tab Cholel 200 mg, 100; tab vitamin C 200 mg, 50; tab Saluric 50; tab Slow-K 50; tab Butacote tds, 100; gutt pilocarpine 2 per cent, 10 ml, and inquired whether this was a British record—nine items on one form. That it was not a record was soon apparent when a Devon pharmacist reported⁶ one EC10 carrying 10 prescriptions—for Lasix, bendroflumazide, Slow-K, prednisone, Mandrax, digoxin, Drinamyl, Bisolvon, Aldactone A, and tetracycline.

The prediction of possible interactions amongst these "shopping lists" of drugs would indeed provide a fascinating exercise, were not the implications so serious. One of course has to assume in such a context that the drugs are all taken as intended by the prescriber. Such an assumption may, however, be somewhat naive, since Stewart and Cluff⁷, in their review of medication errors in patients at home, have revealed that not less than 25 per cent of patients made errors in self-administration of prescribed drugs, and in some instances the figure was as high as 59 per cent.

The drug environment

In the drug treatment of disease, three distinct entities have to be considered, the patient, the disease and the active drug or combination of drugs.

A drug effect is a complex interaction between the chemical substance, the individual sick patient and the *milieu* or social environment in which the drug is taken. In the same way that a chemical reaction in the vessel may be drastically modified, qualitatively or quantitatively, by physical or environmental factors, so then also can the effect of a chemical drug substance at the receptor sites be modified by environmental factors such as age, sex, alcohol, diet, pollutants and the presence of other diseases and their drug treatment. It is logical therefore to consider some aspects of drug action or drug interaction under these respective headings.

Age

With increasing age there is a decrease in rate of drug metabolism; this may in part



Professor D'Arcy

account for the high incidence of adverse drug reactions in the older patient. The concept of drug sensitivity due to senescence is frequently evoked to explain unwanted drug effects and this is undoubtedly true, if one regards senescence as being accompanied by, for example, small, lean body mass, poor renal function and impaired function of other organs notably the liver. Geriatric patients can have considerable reduction in the reserve capacity of many organs and because of this erosion there is a narrowing of the safety margin between the therapeutic and toxic dose of many drugs.

As a result of this the elderly, as a group, get rather more than their fair share of iatrogenic drug overdoses. Sometimes this is merely a matter of the dose being too big for the size of the patient; at other times the more subtle sequelae of senescence are responsible.

Examples of drugs that present a special hazard to the elderly when used alone or in combination therapy with other agents are the antidepressants (tricyclic compounds and MAO-inhibitors), the anti-rheumatic or anti-inflammatory agents (steroidal and non-steroidal), the cardiac glycosides, the oral diuretics which cause K⁺ depletion, the gastro-intestinal sedative carbenoxolone, the barbiturate hypnotics, the oral hypoglycaemic drugs and the tranquillisers, especially those of the phenothiazine group.

Sex

Sex is a factor of importance in variation in drug metabolism. Agranulocytosis due to aminopyrine, phenylbutazone, and chloramphenicol occurs far more frequently in females than in males; the ratio is about 3:1 for these drugs. Pancytopenia due to chloramphenicol is the result of bone marrow damage through an anti-metabolic effect, and again females are more susceptible than males.

Alcohol

Regretfully alcohol must be regarded as a drug and it must be recognised that it is frequently the silent partner in the sequelae of drug interaction episodes. The combination of alcohol with a wide variety of drugs notably psychotropic agents may unleash all the hazards of polypharmacy. In spite of the widespread and continuing use of barbiturates, tranquillisers, antidepressants or other psychotropic drugs, alcohol is still the most popular chemical used for the relief of anxiety and the most convenient agent for use as a social euphoriant.

It is now well recognised that taking

barbiturates with alcohol leads to increased intoxication and respiratory depression and that the effect of combinations of small doses of barbiturates, tranquillisers or anti-histamines with a small amount of alcohol may significantly impair the ability to drive or operate machinery. Since the social environment of most adults includes the use of alcohol and the control of complex machinery especially the motor car, then immediately the influence of the patient's social environment on drug action becomes apparent.

Alcohol has an inductive effect on liver microsomal enzymes and when taken concurrently with drugs such as phenytoin, tolbutamide and coumarin anticoagulants will by this mechanism reduce the effect of the drugs. In comparison with these effects the MAOI antidepressants have a non-specific inhibitory action on liver microsomal enzymes so that when MAOI's and alcohol are taken together it is the alcohol which is enhanced in its action.

Diet

The effect of diet on drug activity is not generally considered as serious a problem in drug therapy as the problem of drug interaction, although combinations of tyramine-containing foods with monoamine-oxidase inhibitors can be very serious indeed. By 1964, 38 cases of intra-cerebral bleeding, followed by 21 deaths were reported in patients on MAOI therapy. A thorough review of the problem indicated that more than 4 per cent of patients on such medication had symptoms of sudden hypertension accompanied by severe headache. It was demonstrated that this was an effect of individuals consuming cheese or other foodstuffs high in tyramine content whilst taking the MAOI's; the result was that without the detoxifying activity of MAO, the ingested tyramine entered the bloodstream with a resulting, potentially fatal, hypertensive crisis. However, it is not enough to know that cheese interacts with monoamine oxidase inhibitors, the problem is much wider.

Not all drug-diet interactions are hazardous but there are many examples of a normal diet reducing the bioavailability of a co-consumed drug. Conversely some drugs have a detrimental effect on nutrition and in a specialised context in this respect there are several interesting examples of vitamin-drug interactions; some interactions are detrimental to the drug effect whilst others can alter the normal rates of vitamin uptake or metabolism.

Pollutants

Evidence is gradually accumulating that the concentration of specific pollutants may have pronounced effects on drug action. Insecticide residues, have for example, been shown in animals and man to stimulate drug metabolising enzymes in the liver. Serum levels of pesticides are reduced in patients taking phenytoin and phenobarbitone and indeed the use of these anticonvulsants has been suggested as a means of lowering body pesticide levels when these become excessive.

Two mechanisms are postulated in this pesticide-drug interaction; firstly, it is suggested that certain microsomal enzymes in the liver are induced by the barbiturate and that these enzymes are involved in the breakdown of the pesticide. The second

suggestion is that pesticides are bound by serum proteins and are consequently relatively inert; the barbiturate entering the system competes for the same binding sites, releases the pesticide from its bound form and renders it free to be metabolised and excreted.

Since the second of these two mechanisms is probably the more important, it does mean that the effect of the barbiturate, in the presence or absence of pesticide, will itself differ in potency and duration of action. This is an environmental effect that will interfere adversely with the expected effect of the drug at a particular dosage.

An interesting sidelight on this type of drug-pollutant interaction is that abnormally high sensitivity to intravenous anaesthetics has been noted in underdeveloped countries. In the past this has been attributed to nutritional differences or deficiencies; however, it might also be the result of dealing with a drug and pollutant naive people whose enzyme induction system has not been primed by pollutants in the environment.

Since healthy subjects do not need to take

drugs, disease in its many forms is obviously the predominant component of the environment in which a drug is taken or administered. This *milieu* of disease state can have a profound effect on drug action; in particular the effect of a drug can be enhanced or prolonged and its toxicity increased in the presence of impaired renal or hepatic function. Other diseases notably those of cardiovascular, pulmonary or endocrine basis or those due to metabolic disorders can cause equally strong interactions.

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- ⁴ Totty, T. H., 1972, *Pharmaceutical Journal*, 209, 34.
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Ayerst test a 'just before' pill

Yet another type of contraceptive "pill" was announced this week. It is for use just before intercourse. Coming from Ayerst Laboratories Ltd the "pill" contains a new progestogen, clogesterone acetate, and is being tried by about 200 women in a Family Planning Association clinical trial in London. As the trial is extended the product will be distributed from provincial centres.

The substance is thought to work by causing temporary changes in the lining of the fallopian tubes and uterus. Histological examination has suggested changes in lipid metabolism in the tubes. Sperm penetration through the cervix has still been noted in women taking the "pill" confirming an action higher up which prevents implantation.

The product has still to be marketed, but trials conducted in South America have given a failure rate of one per 100 women years, meaning that it has a respectable rate of contraception.

Ayerst's "pill" will not be quite as re-

liable as conventional "pills", but its main advantage is the low intake of progestogen required. Ayerst's chief pharmacist, Mr John Mountain, explained to *C & D* that each "pill" will contain 1 mg of hormone. Even if taken at the maximum recommended rate of one three or four times a week intake will be considerably lower than in conventional progestogen-containing products. It is claimed not to produce any major changes in body hormones as do ordinary "pills".

One of the main questions still unanswered is the time range over which it is safe to employ this type of product. The company advise its use before intercourse, but some women in the trials will be taking the "pill" seven or eight hours afterwards.

Women most likely to use it will be those who forget to take the conventional "pill", women whose husbands are frequently away from home, and others who

re-have intercourse infrequently.

'Free contraceptives will not reduce births'

As far as government policy is concerned making contraceptives available to all without charge is irrelevant to any attempt to reduce the population. This is one of the conclusions in a report—"Causes and effects of recent changes in the birth rate"—published by Acumen Marketing Group Ltd, 217 Tottenham Court Road, London W1P 9AF (price, £16.00).

The report says that the availability of free contraceptives may make a marginal difference to the birth rate, but if there is a general desire to have more children the birth rate will rise despite this.

The number of births in the first half of 1972 in England and Wales was 375,000 (provisional), 5 per cent down on the comparable period of 1970 which would suggest that the total number of births in the UK in 1972 will be approximately 858,000. In 1971 the total of births was 901,000.

According to the report the falling birth

rate will reduce the demand for products bought principally for or by children—particularly baby food—milk, canned and jarred food, etc.

In the markets in which the principal effect is likely to be direct, the maximum magnitude this could have had between the peak birth year of 1964 and 1972 is a fall in volume of 15 per cent exactly proportionate to the fall in births.

Over a period of eight years this is clearly not large compared to other factors at work. Most markets would normally experience growth or decline of a larger order than this over an eight-year period.

For example, the size of the canned and bottled baby food market, rose by 19 per cent from 54,600 tons to 64,800 tons, between 1967 and 1970. The number of births during that time fell by 6 per cent so that growth factor must have been four times stronger influence than births.

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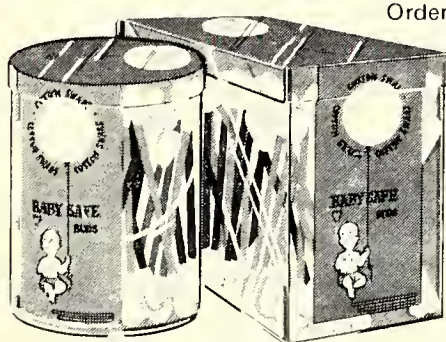
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Hospital pharmacy forum

by a hospital pharmacist

The end of the Guild?

At a special general meeting of the Guild of Hospital Pharmacists held on December 2, 1972, the council was given authority to enter into negotiations with the Association of Scientific, Managerial and Technical Staffs with a view to affiliation as a special membership group. As might have been expected there was no significant opposition to the proposal and it can now be confidently assumed that at the annual meeting, to be held in May, the take-over will become an accomplished fact.

Although many members will not feel altogether happy to see responsibility for negotiations of salaries and conditions of service pass into the hands of what is widely regarded as one of the more militant trade unions, the step was inevitable. The Guild, which holds the majority of seats on the staff side of Committee "C" of the Pharmaceutical Whitley Council, was severely handicapped by its inability to employ full-time staff of high calibre and was therefore forced to depend almost entirely on honorary officers who were already holding down full-time senior posts in the hospital service.

Not a spare time activity

The preparation of a case for improved salaries and conditions, and its subsequent negotiation with representatives of the management side, represents a formidable task which officers should not be asked to undertake as a spare time activity, and most of us have realised that it was only a matter of time before the Guild would have to face up to the situation. The Industrial Relations Act has now provided the impetus for the council to take the appropriate action.

There can be no denying the fact that over the last ten years or so there has been increasing dissatisfaction with what might be called the trade union activities of the Guild. Hospital pharmacists have lost a good deal of ground in comparison with some other specialist grades employed in the hospital service and the crowning indignity came recently when the salaries of regional scientific officers were fixed well above those of regional pharmacists.

Nevertheless it would be quite wrong to assume that affiliation to a trade union with a reputation for militancy will automatically improve the lot of hospital pharmacists. Militancy involves much more than making noises about what is likely to happen if a claim is not conceded. Threats, if they are to be effective, must be backed up by action and the failure of the Guild has been very largely due to the fact that the council knew that there was very strong opposition to any form of industrial action.

Two or three years ago Mr Clive Jen-

kins was faced with that kind of situation when his medical laboratory technician members were asked to agree to a withdrawal of their labour in support of a claim. Is it therefore conceivable that hospital pharmacists will agree to take industrial action just because they have become members of a trade union? They are only too well aware that fairly recent experience proved conclusively that the work of hospitals is not seriously affected by a drastic curtailment of the pharmaceutical service.

When the staff shortage was at its height a number of hospitals found themselves entirely without pharmacists and yet did not feel it necessary to close a single bed

or shut down their out-patient clinics. Bearing these facts in mind it is all too obvious that it would take a very prolonged strike by pharmacists to bring the DHSS to its knees.

This is not intended to argue that affiliation to a trade union will automatically involve members in industrial action, but simply to point out that if it is to be ruled out altogether the negotiating position of a trade union is little better than that of a body such as the Guild.

ASTMS can supply competent staff trained in the arts of negotiation; they can also back up the claim by a mass of patiently compiled statistical information. Nevertheless there are many of us who will remember the last time a salary claim for hospital pharmacists went to arbitration before the Industrial Court. The case prepared by the Guild and presented by its officers, with the backing of several expert witnesses, was a magnificent piece of work that could hardly have been bettered. However it was rejected by the Court and hospital pharmacists had no option but to accept the verdict.

It is interesting to speculate what might have happened if Mr Clive Jenkins had been at the helm during that period.

Letters

Ditch NPU products?

E. C. Tenner points out that VTO will perpetuate our shopkeepers' image and I am sure he is right.

What hope have we of ever earning an NHS fee sufficient to maintain a "professional image" when our negotiators for this professional fee are the same men pushing the VTO?

I applaud the very real steps forward that have been made on the NHS, but our weak negotiating position is not helped by searching for new ways of subsidising dispensing.

NPUM products are not brand leaders. If we are to be aggressive in our stock control to obtain the best "sales mix" we should perhaps buy only in singles, ditching all merchandise that is only obtainable in "packs" or "outers".

A. Bond

Glastonbury, Somerset

Good VTO thinking

What a refreshing statement by E. C. Tenner about "Chemists' VTO and all that" (last week, p. 18). Maybe I found it refreshing because there is not a single part of it with which I disagree.

I took the trouble to travel the 60-odd miles or so to attend the VTO meeting in Harrogate. Quite frankly the only impression I came away with was that Mr Trotman was empire building (and the best of luck to him).

But why don't we get right what we have got, before trying something that our wholesalers are doing very well anyway. I always interpret VTO as Vertical Take Off and we could well do with a rocket of that type pointed at NPUM and set to go off as soon as you like. My December order for NPU products covered 25 lines and 9 were

marked "waiting supplies". I don't want excuses, I just want to continue selling the lines I have taken the trouble to promote.

Apart from NPUM I do not think that pharmacists generally appreciate the excellent service provided by their wholesalers. I spent 10 years in mechanical and electrical engineering where 24 weeks seemed a reasonable forecast of delivery, not 24 hours. After spending many hours a week on the telephone and chasing up and down the country getting supplies, coming back to pharmacy was like coming into a rest home.

If a voluntary trading organisation run from a headquarters in London is going to be as efficient as NPUM then I for one don't want to know, I'll stick with the wholesalers I know. In any case, I doubt if anyone can determine how the national demand for any one product is distributed in all the regions. Furthermore, despite what Mr Nielsen says, there are not two chemists' businesses alike.

You see, I keep one particular brand of shaving cream that I know only one customer is going to buy, I also keep expensive tablets in my dispensary for one particular patient. But on the other hand you can have any colour of paper handkerchiefs you like so long as it's white. How's that for "attention to merchandising"?

My congratulations to E. C. Tenner for some good basic thinking and to my wholesalers for keeping me in business and for the rest, well (and I'm smiling) VTO 2 U 2.

A. David Rhodes

Northstead, Scarborough

NHS costs

With reference to the NHS labour and overhead costs published last week (p. 16), an examination of the figures shows that although a figure of 10½ per cent is shown for "on-cost", there is no mention whatever of discount deducted. Without this the figures would appear to be meaningless.

R. D. Gaiger

Sutton, Surrey

Market News

TARTARIC DEARER

London, January 10: Tartaric acid prices have been sharply advanced by one of the largest suppliers. It is the first price rise of consequence to occur among pharmaceutical chemicals since the introduction of the Government's price freeze in November. The makers advise that the price which has been sanctioned by the Authorities is due to rising costs in producing countries aggravated by the weakness of sterling.

Among crude drugs some balsams are easier notably Peru business having been done at £1.18 lb during the week for spot material. Dearer were Mexican jalap, and Sarawak pepper. Cape aloes was also increased with Curaçao easing further. Menthol was lower in both positions while some aromatic seeds, particularly caraway and mustard were much firmer. The considerable disparity between recent and current quotations for henbane are explained by a different origin. The higher rate refers to Western European material of better quality which has just become available.

Since no vessels bound for UK or Europe called at Tuticoren during last month there were no shipments of Tinnelly senna for those markets. Some 18 tons of leaves were shipped to the US.

Anise, citronella, petitgrain oils were dearer.

Pharmaceutical chemicals

Bismuth salts: £ per kg.

	12½-kg	50-kg	250-kg
carbonate	5.38	5.20	5.15
salicylate	4.53	4.30	—
subgallate	4.83	4.60	—
subnitrate	4.87	4.65	4.60

Bromides: Crystals (£ per kg).

	12½kg	50kg	250kg
Ammonium	0.52	0.43	0.40½
Potassium	0.47	0.38½	0.36
Sodium	0.46	0.38	0.35½

*Powder plus £0.02.

Brucine sulphate: £20 kg.

Caffeine: (50-kg) Anhydrous and hydrate £1.78 kg.

Calamine: BP is £297 metric ton for 250-kg lots.

Chloroform: BP from £258 metric ton in 280-kg drums to £310 in 35-kg drums, 500-ml bottles £0.44 each.

Cantharadin: £75 per 100 g.

Chloral hydrate: 50-kg lots £0.75 kg.

Chlorophenesin: 50-kg lots £3.62½ kg.

Cinchocaine hydrochloride: £42.50 kg.

Cocaine: Alkaloid £222 kg; hydrochloride £202.75.

Subject to DDA Regulations.

Cortisone acetate: £0.25 per g.

Dextromethorphan: Hydrobromide £110 kg.

Dienoestrol: 50-kilo lots £0.07 per g.

Digoxin: Up to 25-g lots £2.60 per g.

Dimidium bromide: 5-g lots £3.20 g.

hydrochloride £10.75; sulphate £11.10.

Emetine: 5-kg lots hydrochloride £335 kg; bismuth iodide £200.

Ephedrine: (10 kg lots per kg) alkaloid £13.35;

Ether: Anaesthetic BP—2 litre bottles £0.91 each

for under 350 litres; £0.85 each for over 350 litres;

45-litre drums £0.31 litre for 350-litre lots, Solvent

BP—per metric ton in drums from £333 for 50-kg

lots in 16-kg drums down to £318 in 130-kg drums.

Ferrous fumarate: £0.50 kg for 50-kg lots.

Ferrous gluconate: £628 metric ton in 50-kg lots.

Ferrous phosphate: In kegs £0.46 kg.

Hypophosphites: £ per kg.

	12-5kg	50kg
Calcium	1.14	1.06
Iron	2.35	2.27
Magnesium	1.98	1.87
Potassium	1.57	1.45
Sodium	1.27	1.17

Iron ammonium sulphate: 100-kg £0.20½ kg.

Iron and ammonium citrate: (per metric ton) granules, 50-kg lots £650 1-ton £620, Scales 50-kg £820; 1-ton £790; green £830.

Iron phosphate: £493.50 metric ton for 50-kg lots.

Isoprenaline sulphate: 5-kg £16.50 kg.

Kaolin: BP is £66 per 1,000 kg in sacks.

Methyl salicylate: Per metric ton in 5-ton lots £467.50; 1-ton £472.50; 500-kg £477.50.

Neomycin sulphate: BP 5-g £27.50 g.

Paracetamol: 1-metric ton lots £1.17 kg; 5-ton £1.14 kg. For direct compression £1.27 and £1.24 kg respectively.

Piperazine: (Under 50 kg) adipate £9.963 kg; citrate £0.92½; hexahydrate £0.663; phosphate £0.02½.

Potassium permanganate: BP £0.22½ kg technical £0.21½.

Saccharin: BP powder 1 lb and over £0.85 lb, soluble £0.77½.

Salicylamide: (Per metric ton) 5-ton lots £700; 1-ton £710; 500-kg £720.

Sodium benzoate: One-metric ton lots £28.83 kg.

Sodium bicarbonate: BP £26.40 per long ton for 8-ton lots in 1-cwt bags delivered.

Sodium benzoate: One-metric ton lots £28.33 kg

ton delivered; anhydrous £107.

Sodium chloride: Vacuum dried £8.15 per long

ton in plastic sacks for 6-ton lots, ex works.

Sodium citrate: £313 per metric ton.

Sodium percarbonate: (Per metric ton) £170.75.

Sodium potassium tartrate: £295 per metric ton.

Sodium sulphate: BP from £35 to £40 per metric

ton as to crystal, BP exsiccated £60 ton.

Sodium thiosulphate: £50 per metric ton.

Stilboestrol: BP in 25-kilo lots £33 kg.

Streptomycin: £11 kg base; dihydrostreptomycin

£11.50 kg base.

Strychnine: (kg) alkaloid £12.25; sulphate and

hydrochloride £10.50.

Succinylsulphathiazole: 50-kg lots £2.40 kg.

Sulphacetamide: Sodium BP £2.98 kg.

Sulphadiazine: 50-kg lots £2.79 kg.

Sulphadimidine: 250-kg lots £2.95 kg; sodium

£3.05.

Sulphaguanidine: BPC in 250-kg lots £2.13 kg.

Sulphamerazine: in 50-kg lots £3.12½ per kg.

Sulphamethizole: BP 50-kg lots £3.65 per kg.

Sulphanilamide: 50-kg lots £1.40 kg.

Sulphaquinoxaline: Sodium, B Vet C in 50-kg lots,

£4.38 kg.

Sulphathiazole: 50-kg £1.83 kg.

Tartaric acid: (Per metric ton) 50-kg lots £511.50;

250-kg £506; 1-ton £497.50.

Terpineol: 50-kg lots £0.47 kg.

Theobromine: Alkaloid 100-kg lots £2.30 kg.

Crude drugs

Aloes: (metric ton) Cape primes £365 spot; £345,

cif, Curacao £725 spot; £660, cif.

Cinnamon bark: Seychelles £350 ton cif nominal.

Ginger: (ton) Cochin, new crop £240, cif. Jamaican

not quoted. Nigerian split £220 spot; £215,

cif; peeled £320 spot; £325, cif, Sierra Leone,

new crop, £310, cif.

Henbane: Niger West European £1,500 metric ton,

cif.

Jalap: Mexican 15% resin £1,025 metric ton.

Menthol: (kg) Chinese spot £6.10; shipment £5.75,

cif, Brazilian spot £3.85; shipment £3.70, cif.

Pepper: (top) Sarawak black £390 spot; £385, cif;

white £570; £555.

Seeds: (ton) Anise; China star £175 duty paid;

shipment £135, cif. Caraway: Dutch £2,120 metric

ton, cif. Celery: Indian £320; shipment £265,

cif. Coriander: Moroccan £83, cif. Cummin: Indian,

£325, cif. Chinese £300 metric ton, cif. Dill:

Indian, for shipment £180, cif. Fennel: Indian

£210, cif. Chinese £225 metric ton. Fenugreek:

Moroccan £95, cif. Mustard: £60-£180 spot.

Turmeric: Madras finger £200 ton; £210, cif.

Essential oils

Camphor white: Spot £0.39 kg; £0.35, cif.

Citronella: Ceylon spot £1.25 kg; £1.15, cif.

Clove: Madagascar leaf £1.20 spot and cif.

Petitgrain: Spot £5.00 kg; shipment £4.20.

Coming events

Sunday, January 14

Intershop '73 Exhibition, Olympia, London, 10 am-6 pm, until January 17.

Monday, January 15

Harrow Branch, Pharmaceutical Society, Northwick Park Hospital, Harrow, at 8 pm. Panel discussion Dr A. Briggs and Messrs K. A. Lees, J. W. Hadgraft and J. Kirby.

North Metropolitan Branch, Pharmaceutical Society, School of Pharmacy, Brunswick Square, London, W1, at 7.30 pm for 8 pm, Mr J. Mcl. Singleton (consultant surgeon, Tottenham group of hospitals) on "Colostomy and Ileostomy".

International Vending Exhibition, Empire Hall, Olympia, London. Trade only, until January 18.

Tuesday, January 16

Liverpool Branch, Pharmaceutical Society, Adelphi Hotel, Liverpool, at 8 pm. Mr N. D. P. Alexander on "Home wine making".

Leicestershire Branch, Pharmaceutical Society, Postgraduate centre, Leicester, at 8 pm. Professor J. Crossland on "Lessons of history".

Northumberland and Gateshead Branch, National Pharmaceutical Union, Members' suite, Brandling House, High Gosforth Park, at 8 pm, Mr T. P. Astill (deputy secretary, NPU) on "VAT".

Wednesday, January 17

Hull Branch, National Pharmaceutical Union, Postgraduate centre, Hull Royal Infirmary, at 7.45 pm, Mr T. P. Astill (deputy secretary, NPU) on "VAT".

Pharmaceutical Society of Great Britain, Society House, 17 Bloomsbury Square, London WC1, at 7 pm. Dr W. Sargent (Department of psychiatry, St Thomas' Hospital, London) on "The uses and abuses of psychotropic drugs".

Romford Branch, Pharmaceutical Society, Masonic Hall, Hutton, at 7.30 pm. Annual dinner and dance.

Stockport Branch, Pharmaceutical Society, Alma Lodge Hotel, Stockport, at 8 pm. Ladies' supper evening.

Thursday, January 18

Ayrshire Branch, Pharmaceutical Society, Savoy Park Hotel, Ayr, at 8 pm. "A driving lesson" by a Police instructor.

Bradford and Halifax Branch, National Pharmaceutical Union, Midland Hotel, Bradford, at 8 pm. Mr T. P. Astill (deputy secretary, NPU) on "VAT".

Guild of Hospital Pharmacists, Auditorium, Wellcome Building, 183 Euston Road, London NW1, at 7.30 pm. Mr D. E. Lovett (supervising pharmacist, quality control department, Radiochemical Centre, Amersham) on "Radiopharmaceuticals".

Lancaster, Morecambe and Westmorland Branch, Pharmaceutical Society, Postgraduate medical centre, Ashton Road, Lancaster, at 8 pm. Professor A. H. Beckett (Department of pharmacy, Chelsea College, University of London) on "Drug substitution—the rights and wrongs".

Worthing and West Sussex Branch, Pharmaceutical Society, Beach Hotel, Worthing, at 8 pm

"South Africa in sound and colour".

Friday, January 19

Rhyl Branch, National Pharmaceutical Union, Postgraduate medical centre, Royal Alexander Hospital, Rhyl, at 8 pm Mr T. P. Astill (deputy secretary, NPU) on "VAT".

Sunday, January 21

North-western Region, Pharmaceutical Society, Kent Suite, Belle Vue, Hyde Road, Manchester, at 2.30 pm. Mr T. P. Astill (deputy secretary, NPU) on "VAT".

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London, EC4A 3JA. Telephone: 01-353 3212.

Headings All advertisements appear under appropriate headings.

Screen 100.

Display £5.00 per single column inch, minimum 1 inch (1" × 1½"). ¼ page (4½" × 3½") £45.00. ½ page (4½" × 7" or 10" × 3½") £80. Whole page (10" × 7") £140.00.

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Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

Copy date 4 pm Tuesday prior to publication date. Advertisements should be prepaid.

Publication date Every Saturday.

Circulation ABC January/December 1971 15,167.

Hospital appointments

Roundway Hospital Management Committee
Mid-Wilts Hospital Management Committee

Applications are invited for the newly created post of

Deputy Chief Pharmacist

Category IV

for a joint appointment to the above two Groups controlling a total of ten hospitals providing psychiatric, acute and geriatric services in the Mid and North Wilts. area.

Whitley Council conditions of service, Salary scale £1,758—£2,253 per annum.

Applications stating age, qualifications and experience, together with names and addresses of two referees, to the Group Secretary, Roundway Hospital, Devizes, Wiltshire, SN10 5DS, by the 9th February, 1973.

CHASE FARM HOSPITAL, ENFIELD, MIDDX.

Temporary part-time PHARMACIST required for 5 afternoon sessions per week. Salary £4.22 per 4 hour session including London Weighting Allowance. Applications giving age, details of previous experience and names and addresses of two referees to The Hospital Secretary.

ILFORD AND DISTRICT HOSPITAL MANAGEMENT COMMITTEE

**Group Pharmacy
Deputy Chief Pharmacist V
(Group)**

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for modern and well equipped Pharmacy Dept. The post provides a wide variety of experience and applicants must be appropriately certificated. Applications stating age, experience and the names and addresses of two referees to the Hospital Secretary.

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required—full or part-time. Whitley Council pay and conditions, with London Weighting. Applications to Group Pharmacist, Hillingdon Hospital. (Tel: Uxbridge 38282.)

Situations vacant

St Francis and
Lady Chichester Hospitals
Management Committee

St Francis Hospital,
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The Department is progressive, operates a Ward Pharmacy service and is a centre for regional quality control work.

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Applications giving previous experience and names of two referees to the:

Group Secretary,
St Francis Hospital,
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Applications are invited for the above post at the City Hospital. Duties include dispensing for in-patients and out-patients, manufacturing and general pharmacy duties. Applicants must have Society of Apothecaries or City & Guilds Pharmacy Technicians Certificate. 38 hour week with alternate Saturdays free. Applications, in writing giving full details together with the names and addresses of two referees to Group Secretary (Personnel) Bootham Park H Hospital, York YO3 7BY.

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Salary according to ability and experience.

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Classified advertisements

Situations vacant

PHARMACEUTICAL JOURNALISM

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Applicants should have had post-graduate experience in retail, hospital or manufacturing, should be registered with the Pharmaceutical Society of Great Britain, or Ireland or Northern Ireland, and be able to write plain grammatical English. Salary is negotiable, conditions of work are good with adequate training facilities if required.

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Manufacturers and
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Buyers Guide

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Hospital Group and
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A general guide
explaining the
scope of this new
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the special schemes
for retailers with
particular reference
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Sale of Goods —
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